

## Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY VIENNA PRIORITY

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E.O. 11652: N/A

TAGS:BEXP, EEW, XR, AU

SUBJECT: DISCONTINUANCE OF EAST-WEST TRADE INFORMATION

--- BULLETIN

FOR THE AMBASSADOR FROM DOWNEY

REF: A) VIENNA 5620, B) MARTIN LETTER TO ABRAHAMSON OF  
JUNE 10, C) USDOC 11740

1) I VERY MUCH APPRECIATED RECEIVING YOUR VIEWS ON THE  
EAST-WEST TRADE INFORMATION BULLETIN. AS YOU KNOW, WE  
HAVE BEEN CONCERNED FOR SOME TIME ABOUT THE NEED FOR AND  
UTILITY OF A SEPARATE GOVERNMENT EAST-WEST TRADE PUBLICA-  
TION IN THE FORM OF THE BULLETIN. AS A RESULT OF THIS  
CONCERN, WE TOOK STEPS IN THE SPRING OF 1975 TO ENLARGE  
THE COVERAGE OF THE BULLETIN BY INCLUSION OF MATERIAL  
PREPARED IN WASHINGTON AND, LATER THAT YEAR, TO HAVE A  
READERSHIP SURVEY CONDUCTED TO ASCERTAIN THE BUSINESS  
COMMUNITY'S INTEREST IN THE BULLETIN. THE RESULTS OF THAT  
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SURVEY, ACTUALLY TAKEN EARLY THIS YEAR, CONFIRMED OUR

BELIEF THAT THE BULLETIN NO LONGER FULFILLS A SIGNIFICANT NEED OF THE BUSINESS COMMUNITY AND SHOULD, THEREFORE BE DISCONTINUED. WE HAVE DISCUSSED THIS MATTER WITH VARIOUS OFFICIALS IN THE DEPARTMENT OF STATE AND THEY AGREE WITH

OUR CONCLUSION. THE SPECIFIC FACTORS WEIGHING IN OUR CONSIDERATION ARE AS FOLLOWS:

2) IN ITS EARLY YEARS THE BULLETIN SERVED A NEEDED FUNCTION IN PULLING TOGETHER IN ONE PLACE USEFUL AND NOT EASILY OBTAINABLE INFORMATION ON MARKETS IN EASTERN EUROPE AND THE USSR. WITH THE PROLIFERATION OF NON-GOVERNMENT PUBLICATIONS IN THE EAST-WEST TRADE AREA THE NEED FOR THIS TYPE OF GOVERNMENT REPORT DECLINED. INDEED, MUCH OF THE BULLETIN'S ITEMS RECENTLY WERE REPRINTS OF NEWS ITEMS APPEARING IN EAST-WEST PERIODICALS OR OTHER PUBLICATIONS EASILY AVAILABLE IN THE WEST.

3) THE PRINTING OF THE BULLETIN ABROAD AND DISTRIBUTION TO SUBSCRIBERS IN THE US HAD NOT BEEN CLEARED WITH ALL THE RESPONSIBLE PRINTING/PUBLICATION AGENCIES IN THE USG.

4) A 1975 S/IG INSPECTION REPORT FOUND THE BULLETIN TO BE OF MARGINAL UTILITY.

5) THE READERSHIP SURVEY DREW A RESPONSE FROM ONLY 30 PERCENT OF THE SUBSCRIBERS EVEN THOUGH ALL RECIPIENTS OF THE BULLETIN WERE CLEARLY PUT ON NOTICE THAT FAILURE TO RESPOND WOULD RESULT IN THEIR REMOVAL FROM THE MAILING LIST. FURTHER, NOT ALL RESPONDENTS COMPLETELY ANSWERED THE QUESTIONNAIRE: 59 RESPONDENTS, OR 14 PERCENT OF THE TOTAL, DID NOT INDICATE A PREFERENCE AS TO FREQUENCY OF PUBLICATION; 107 RESPONDENTS, OR 25.6 PERCENT OF THE TOTAL, DID NOT INDICATE THE NATURE OF THEIR BUSINESS; AND 93 RESPONDENTS, OR 22.2 PERCENT OF THE TOTAL, DID NOT INDICATE WHETHER THEY WOULD BE WILLING TO PAY FOR THE BULLETIN.

6) THE ABOVE ANALYSIS AND CONCLUSION ARE IN NO WAY MEANT

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TO BE CRITICAL OF MR. KOZEK, THE EDITOR OF THE BULLETIN. MR. KOZEK HAS MADE A VALUABLE CONTRIBUTION TO THE PROMOTION OF U.S. EAST-WEST TRADE AND WE HOPE HE WILL CONTINUE TO DO SO. RATHER, WE FEEL THAT THE NEED FOR THE BULLETIN HAS PASSED AND THAT THE FUNDS THAT WE HAVE SPENT FOR ITS PRINTING AND MAILING CAN MORE PROFITABLY BE USED FOR OTHER ASPECTS OF EAST-WEST TRADE PROMOTION. KISSINGER

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